WHAT IS CLAIMED IS:

1. A plug connector comprising a plug connector body to be fitted to a counterpart connector in a first direction, a shell covering at least one surface of said plug connector body, and a hood covering said plug connector body along with said shell while exposing one end side thereof in said first direction;

said plug connector body comprising a plurality of contacts arrayed in a second direction being a contact pitch direction of the connector and crossing said first direction, and an insulator fixedly retaining said contacts, each of said contacts comprising a contact portion to be connected to the counterpart connector, a retention portion retained by said insulator, and a terminal portion to be connected with a cable or a lead wire;

said terminal portion comprising a connecting portion to which said cable or lead wire is soldered, and is projected from said insulator in an axial direction of the contact, said connecting portion being formed obliquely in said contact pitch direction.

2. A plug connector according to claim 1, wherein said connecting portions are formed zigzag in said contact pitch direction.

3. A plug connector according to claim 1, wherein said connecting portions are oriented in the same direction inclined at substantially 45° relative to said contact pitch direction.

4. A plug connector according to claim 1, wherein said retention portion is press-fitted into said insulator to be fixedly retained thereby such that a thickness direction of said contact agrees with said second direction, and a width direction of said contact agrees with a height direction being a third direction crossing said first and second directions.

5. A plug connector according to claim 4, wherein the mutually adjacent contacts are formed such that a distance between said connecting

portions is longer than an interval between said connecting portions in said third direction, and shorter than a length of said contact in the height direction.

6. An electrical connector for a portable personal digital assistant, wherein the plug connector according to claim 1 is used for connecting the portable personal digital assistant.

7. An electrical connector member comprising a plurality of contacts arrayed in a contact pitch direction being a second direction crossing a first direction being a fitting direction, and an insulator fixedly retaining said contacts;

each of said contacts comprising a contact portion to be connected to the counterpart connector, a retention portion retained by said insulator, and a terminal portion to be connected with a cable or a lead wire;

said terminal portion comprising a connecting portion to which said cable or lead wire is soldered, and is projected from said insulator in an axial direction of the contact;

said connecting portion being formed obliquely in said contact pitch direction.

8. A connector member according to claim 7, wherein said connecting portions are formed zigzag in said contact pitch direction.

9. A connector member according to claim 7, wherein said connecting portions are oriented in the same direction inclined at substantially 45° relative to said second direction.

10. A connector member according to claim 7, wherein said retention portion is press-fitted into said insulator to be fixedly retained thereby such that a thickness direction of said contact agrees with said second direction, and a width direction of said contact agrees with a height direction being a third direction crossing said first and second directions.

11. A connector member according to claim 10, wherein the mutually adjacent contacts are formed such that a distance between said connecting

portions is longer than an interval between said connecting portions in said third direction, and shorter than a length of said contact in the height direction.